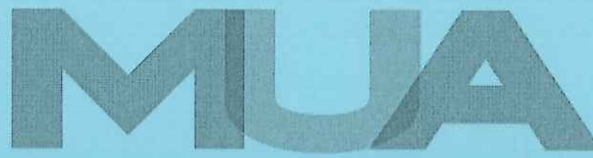


The
Management
University
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UNDERGRADUATE UNIVERSITY EXAMINATIONS

SCHOOL OF MANAGEMENT AND LEADERSHIP

**DEGREE OF BACHELOR OF MANAGEMENT AND LEADERSHIP/
BACHELOR OF ARTS IN DEVELOPMENT STUDIES / BACHELOR OF
COMMERCE**

BML 306/ BDS 400/ BCM 311: BUSINESS RESEARCH METHODS

DATE: 8TH DECEMBER 2017

**DURATION: 2 HOURS
MAXIMUM MARKS: 70**

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **six (6)** questions.
4. Question ONE is compulsory.
5. Answer any other **THREE** questions.
6. Question one carries **25 MARKS** and the rest carry **15 MARKS** each.
7. Write all your answers in the Examination answer booklet provided.

QUESTION ONE

Read the Case Study below carefully and answer the questions that follow;

MAINWAYS ALTERNATIVE SOLUTIONS

Mainways Alternative Solutions is a service delivery industry in Nairobi, Kenya dealing with innovative and creative ways of sales and marketing of products. Mainways had been reporting very high returns over the past 3 years. The employees were empowered to make their own decisions in their departments and this encouraged autonomy and creativity. The managing director Maina Mwangi was dedicated to his work and staff. He ensured that he compensated his employees well above the market rate, provided them with tuition reimbursement program whereby employees were encouraged to take on short courses to enhance their skills and they would get assistance from the company. Additionally, Mainways had flexible work schedules to accommodate the diverse nature of their employees such as those who were going to school and mornings, those who had families and needed the evenings and weekends off. Employees at Mainways were happy with the leadership of Maina Mwangi.

Due to a tragic road accident Maina Mwangi was unable to run the organization and he handed the leadership to one of his managers. The new manager Azariah brought in a different style of leadership. Azariah changed everything Maina had built and he brought in his own rules. He started by removing the tuition reimbursement program that was so beneficial to the employees. Additionally, he changed the work schedules and became a micromanager wanting to know what time everyone came to work. There was no autonomy or empowerment at the workplace anymore. Employees became disgruntled and in no time 3 employees tendered their resignations. Over the next 6 months the sales at Mainways dropped and they were not making any profit. Many more employees left the organization and Mainways had to rethink their strategy of improving their sales and retaining their employees.

Required;

- a) Give 2 definitions of research? (2 marks)
- b) Give motivations for conducting research? (5 marks)
- c) From the case study, what would be the independent and dependent variable?
Give examples. (4 marks)
- d) Identify the sampling method you would use to conduct the study and explain why. (4 marks)
- e) How might the researcher use qualitative data collection methods to gain information from employees of Mainways? (5 marks)
- f) How might the researcher use quantitative data collection methods to gain information from employees at Mainways? (5 marks)

QUESTION TWO

- a) Define quantitative research. (1 mark)
- b) Explain and give examples of the three types of experimental research designs. (6 marks)
- c) Explain and give examples of the four types of non-experimental research designs. (8 marks)

QUESTION THREE

- a) Describe 3 probability sampling techniques and give examples. (9 marks)
- b) Explain the ethical principles guiding research. (6 marks)

QUESTION FOUR

- a) Describe in detail the 4 categories of qualitative research design give examples of each one. (12 marks)
- b) Explain the functions of research? (3 marks)

QUESTION FIVE

- a) Explain the principles of scientific methods in research? (7 marks)
- b) Explain the problems and challenges faced by researchers in developing countries. (8 marks)

QUESTION SIX

- a) Describe the four levels of measurement in detail and give an example of each one. (8 marks)
- b) Discuss the ethical issues of consider when conducting research. (7 marks)